What is claimed is:

## 1.\ A camera, comprising:

a photographing element for converting photoelectrically image information of a object into electrical signals and for outputting first image data;

first image processing means for converting the first image data into second image data in first format;

second image processing means for converting third image data in second format different from the first format into fourth image data in third format different from the first format and the second format; and

third image processing means for converting the first image data into fifth image data in the third format.

- 2. The camera of claim 1, further comprising: image display means being capable of displaying the fourth image data and the fifth image data.
- 3. The camera of claim 1, further comprising:

  memory retaining section for retaining a memory; and

  control means for controlling the memory to memorize the
  second image data.

- 4. The camera of claim 3, further comprising:

  image display means being capable of displaying the
  fourth image data and the fifth image data.
- 5. The camera of claim 1, wherein the second format is different in image data compression method from the first format.
- 6. The camera of claim 1, further comprising:

  input means for inputting the third image data to the second image processing means.
- 7. A camera, comprising:

a photographing element for converting photoelectrically image information of a object into electrical signals and for outputting first image data;

first image processing means for converting the first image data into second image data in first format; and

second image processing means for converting third image data in second format different from the first format into fourth image data in the first format.

- 8. The camera of claim 7, further comprising:

  image display means being capable of displaying the
  second image data and the fourth image data.
- 9. The camera of claim 8, further comprising:

third image processing means for converting the first image data or the second image data into fifth image data in third format different from the first format and the second format;

memory retaining section for retaining a memory; and control means for controlling the memory to memorize the fifth image data.

- 10. The camera of claim 9, wherein the third format is different in image data compression method from the second format.
- 11. The camera of claim 7, further comprising:

  input means for inputting the third image data to the second image processing means.
- 12. A camera, comprising:

a photographing element for converting photoelectrically image information of a object into electrical signals and for outputting first image data; and

image processing means for applying a predetermined process onto the image data so as to generate image data for record and for applying a predetermined process onto the image data for record so as to generate image data for reproduction;

wherein the number of kinds of formats for the image data for reproduction is greater than the number of kinds of formats for the image data for record.

- 13. The camera of laim 12, wherein the image processing means can produce the number of kinds of formats of the image data for reproduction greater than the number of kinds of formats for the image data for record.
- 14. The camera of claim 12, wherein the image processing means can conduct the number of kinds of processes to produce the image data for reproduction greater than the number of kinds of processes to produce the image data for record.
- 15. The camera of claim 12, further comprising:

  memory retaining section for retaining a memory capable

  of memorizing the image data for record; and

display means for displaying the image data for reproduction.

A camera, comprising:

image pickup means for photographing an object and for generating image signals; and

image processing means for generating digital image data for recording composed of luminance components and color difference components by providing prescribed processing to the image signals generated by the image pickup means and for generating color image signals for reproduction by providing prescribed processing to the digital image data composed of luminance components and color difference components, wherein the image processing means is provided with a first mode to record and reproduce digital image data having prescribed number of pixels and a second mode to reproduce digital image data having less number of pixels than in the first mode.

17. The camera of claim 16, further comprising:

display means to display color image signals for reproduction which are generated by the image processing means.

18. A camera, comprising:

image pickup means for photographing an object and for generating image signals; and

image processing means for generating digital image data for recording composed of luminance components and color difference components by providing prescribed processing to the image signals generated by the image pickup means and for generating color image signals for reproduction by providing prescribed processing to the digital image data composed of luminance components and color difference components, wherein the image processing means is provided with a first mode to record and reproduce digital image data having prescribed number of pixels with luminance components and color difference components both in prescribed quantity of information and a second mode to reproduce digital image data having less number of pixels than in the first mode and being composed of color difference components whose information quantity is greater than that in the first mode.

19. The camera of claim 18, further comprising:

display means to display color image signals for reproduction which are generated by the image processing means.

